

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING
APRIL 20, 2006**

Dr. Judith A. Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00p.m., in the Rice Auditorium, Indiana State Department of Health, 2 North Meridian Street.

Strategic Plan 2010

Mrs. Karla Sneegas, Executive Director, provided a progress report on the Indiana Tobacco Control Strategic Plan for 2010. Staff have been gathering input from the ITPC local partners and the State Partners Network on the specific tactics, and from CDC regarding setting targets for the objectives. In addition, staff are reviewing the plan with state organizations and agencies seeking input, support and commitment to the plan. This outreach will continue and the June Board meeting we will have a final plan with a release date of July 1.

Evaluation Committee Report

Dr. Stephen Jay presented the Evaluation Committee Report. The Committee met prior to the Board meeting and reviewed the results of the Researchers X-change that was held as part of Indiana Tobacco Control Partner Information X-change. Twenty-three (23) people attended the luncheon, which included a discussion with Dr. Stan Glantz. The second half of the meeting included a series of round table discussions on the topics of secondhand smoke, youth prevention and cessation.

The ITPC evaluation and research coordinating center contract was awarded to RTI International. The review team reviewed two proposals and recommended the selection of RTI. The review team included: Bobby Keen, ITPC Board Member; Steve Simpson, ITPC Board Member; Don Compton, CDC Office on Smoking and Health; Scott Proescholdbell, Epidemiologist from the North Carolina tobacco control branch; Adrienne Durham, tobacco epidemiologist from ISDH; Karla Sneegas and Miranda Spitznagle. Staff is conducting contract negotiations.

Statewide Grant Approvals

Mrs. Anita Gaillard gave the Indiana Tobacco Prevention and Cessation Agency Executive Board Report on 2006-2007 Statewide Grants.

Eleven grant proposals were not reviewed by the full review team because they did not meet the criteria of statewide reach. The Request for Grant Proposals for Statewide Partnerships explained the structure of the Community-Based Programs (community-based, minority-based and state partnerships) and asked that the Statewide proposals collaborated and extend the reach of the community-based and minority-based partners.

The following proposals were not reviewed by the full team because they did not meet criteria:

* Community Action of Southern Indiana

- * Community Hospital of Bremen
- * Elkhart General Health Care System
- * Ft. Wayne/Allen County Health Department
- * Hoosier Uplands
- * Hoosier Uplands
- * Hoosier Uplands
- * St. Joe Regional Medical Center
- * Union County Health Department
- * Wabash Family Human Services
- * Wayne County LCC

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The following proposals are recommended for funding by the 2006-2007 Statewide Review Team

- Clarian Tobacco Control Center
- Indiana Academy of Family Physicians
- Indiana High School Athletic Association
- Indiana Teen Institute
- Indiana State Fair Commission
- Indiana Alliance of Boys and Girls Clubs
- Ruth Lilly Health Education Center

A motion to approve the recommendations was made by Dr. Feldman, seconded by Dr. Jay. Motion approved.

The following applicants were not recommended for funding after being reviewed by the Statewide Review Team:

- Future Choices
- Indiana University
- PharmASSIST
- Sanders Group
- St. Vincent Health

Approval of February 9th Minutes

Mrs. Phyllis Lewis, Vice Chairperson, called for the approval of the minutes from the February 9, 2006 meeting. A motion to approve the minutes was made by Dr. Keen, seconded by Dr. Jay. Motion approved.

March 2006 Financial Report

Mrs. Celesta Bates gave the financial report for the period ending March 31, 2006. A motion to approve the financial report was made by Dr. Keen, seconded by Dr. Snell. Motion approved.

Partner X-Change 2006 recap

Mrs. Sneegas provided an overview of the 2006 Indiana Tobacco Control Partner Information X-change. More than 380 people participated in this two-day event. The event included a keynote address by Dr. Stan Glantz, a motivational evening by

comedienne Rene Hicks, a press event celebrating the smoke free policy successes in Central Indiana, a celebration of the statewide progress on smoke free air laws, and many workshops featuring local, state and national experts. Ms. Joan Marciniak described the activities and planning surrounding the celebration activities of the first day of Smoke Free Indianapolis. Mrs. Spitznagle provided a summary of the evaluation results, which were very positive and informative for future planning. A slide show, demonstrating the policy successes from the past year, was shown. This was viewed at the conference. The conference program was provided in the Board meeting packets.

Building on these policy successes, Dr. Jay announced that on August 14, 2006, the IUPUI campus would become smoke free.

Media Update

Harry Davis of MZD Advertising introduced the MZD staff. He discussed upcoming media flights scheduled to air in May and June. The WhiteLies.tv and Voice.tv websites will be updated, as well as new creative ideas will be tested. Ms. Anne Bosse reviewed a Voice statewide initiative called Drop Dead Day on May 6, 2006. This initiative was developed so that thousands of VOICE youth would communicate three important messages throughout Indiana in a coordinated effort on the same day. New VOICE commercials were viewed. These ads were filmed at ACT, the VOICE youth summit in November 2005.

Indiana Tobacco Quitline

Mrs. Gaillard discussed the new Indiana Tobacco Quit Line. It was launched on March 22, 2006. The Quit Line is managed through Smokefree Indiana through a 2-year grant from the CDC. There was a statewide news release and a media alert sent to the ITPC partners. Tobacco users now have access to a new tool to help them quit. Anyone interested in quitting using tobacco are encouraged to call the quitline for free support in quitting, a quit kit of materials and/or referrals to local community resources. ITPC has provided state agencies with an order form to help make sure that every Indiana State employee who wants to quit or has a family member who wants to quit knows about this free quit line.

ITPC Update

Mrs. Sneegas introduced ITPC's newest employee, Kelley Rose. Mrs. Rose is the new accountant. ITPC will also be welcoming a new Administrative Assistant, Barbara Cole. ITPC is also in the process of hiring a VOICE Coordinator/Trainer. A summary of local program activity including news media coverage and smoke free air policy changes from the previous quarter was provided.

A motion to adjourn the meeting was made by Dr. Jay, seconded by Dr. Snell. Motion approved, the meeting adjourned at 4:00p.m.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)

Karla Sneegas, MPH, Executive Director

Phyllis Lewis, Vice Chairwoman, representing Suellen Reed, Ed.D.
Richard Feldman, M.D.
Stephen Jay, M.D.
Karen Cunningham, representing Steve Carter
James Jones
Robert Keen, Ph.D.
Nancy Turner
Danielle Patterson
Alan Snell, M.D.

The following Advisory Board Members were present for all or part of the meeting:
Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:
Tehiji Crenshaw
Patricia Hart
J. Michael Meyer
Steve Simpson, M.D.
Victoria Champion, Ph.D.
Mohammad Torabi, Ph.D.
David Austin, DDS
Pat Rios
E. Mitchell Roob
Kiki Luu (Advisory)
Diane Clements (Advisory)
Heather McCarthy (Advisory)
Bennett Desadier, MD (Advisory)
Steve Montgomery (Advisory)
Nadine McDowell (Advisory)
Robert Arnold (Advisory)
Kate Turner (Advisory)
Steve Guthrie (Advisory)

Agency Staff in Attendance:
Anita Gaillard, Director of Community Programs
Miranda Spitznagle, Director of Program Evaluation
Celesta Bates, Chief Financial Officer
Kristen Stokes, Contract Administrator
Kelley Rose, Accountant
Jack Arnett, Regional Program Director for Northern Indiana
Dan Morgan, Regional Program Director for Southeastern Indiana
Craig Wesely, Director of Minority Programs

Agency Staff not in attendance:
Becky Haywood, Executive Administrative Assistant

Karen O'Brien, Regional Program Director for Southwestern Indiana
Jamie Broderick, Regional Program Director for Northern Indiana

Others in attendance:

Harry Davis, MZD
Jill Richardson, MZD
David Ayers, MZD
Matt Keating, MZD
Anne Bosse, MZD
Debi Hudson, Clarian Tobacco Control Center
Joan Marciniak, MCHD
Dam Dentz
Marolyn Knight, Fairbanks
Bruce Bryant, Promotus Advertising